

# **Vermont's 18th Annual**

## **Women's Economic Opportunity Conference**



**Saturday, September 20, 2014**

**Vermont Technical College  
Randolph Center**

***Presented by:***

**U.S. Senator Patrick Leahy**

***Featuring:***

**Keynote Speaker Donna Carpenter  
President, Burton Snowboards**

***Sponsored by:***

**Office of Economic Opportunity, Vermont Agency of Human Services  
U.S. Small Business Administration • U.S.D.A. Rural Development  
Vermont Agency of Transportation  
Vermont Commission on Women • Vermont Department of Labor  
Vermont Procurement Technical Assistance Center  
Vermont Small Business Development Center  
Vermont Women's Business Center  
Vermont Manufacturing Extension Center • SCORE  
Vermont Community Loan Fund • Vermont Economic Development Authority  
Vermont Works for Women • YWCA**

# AGENDA

## 8:00 AM

Registration/Exhibits/Coffee  
(Located in Judd Hall)

## 8:25-8:30

Welcoming Remarks by Dan Smith, Interim President, Vermont Technical College

## 8:30-9:35

U.S. Senator Patrick Leahy  
  
Keynote Speaker Donna Carpenter, President, Burton Snowboards

## 9:45-11:45

AM Workshops (75 minute & 2 hour sessions)

***Lunch will be served in the Morey Dining Hall immediately following morning workshops.***

## 1:00-3:15 PM

PM Workshops (1 hour & 2 hour sessions, including Coaching Cafe)

## 3:15-3:45

Closing remarks, raffle and evaluations in Judd

The Vermont Small Business Development Center and the Vermont Women's Business Center are partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a non-discriminatory basis. (SBA co-sponsorship #14-0150-140).

# WORKSHOPS: AM Sessions

For more detailed workshop descriptions and presenter biographies, please visit [leahy.senate.gov](http://leahy.senate.gov)

***Note: You may only attend one AM session.***

**9:45 - 11:00 AM**

(75 minutes)

**OR**

**9:45 - 11:45 AM**

(2 hours)

### Exploring Business Ownership

Presenter: Chris Herriman

### Real World Marketing

Presenter: Amy Mattinat

### Spotting & Seizing Leadership Opportunities

Presenter: Susan Palmer

### Tuned-In Family: Cope, Communicate and Connect in a Digital World

Presenter: Elaine Young

### Cooking Up a Business

Presenter: Heidi Krantz

### Longevity – Aging Well

Presenter: Marie Frohlich

### Personal Financial Management

Presenter: Carmen Tall

### Feeling Like a Guppy in a Sea of Sharks?

Presenters: Laurel Butler and Gwen Pokalo

### Lean in for the Rest of Us

Presenters: Amy Shollenberger and Alice Kitchel

### Selling Your Creativity

Presenter: Marianne Mullen

### Core Components for Creating a Thriving Home-Based Business

Presenter: Cyndey Smith

### Key Skills of Effective Work Conversations

Presenter: Cecile Green

## Register Online [leahy.senate.gov](http://leahy.senate.gov)

**In the interest of making this conference accessible to all Vermonters, there is no charge to register. Lunch and child care are also provided free with registration.**

**Prefer to register by phone? Call Vicki at 802-728-9101.**

**Questions? Call Senator Leahy's Montpelier office at 802-229-0569.**

**Registration Deadline is September 10, 2014**

# WORKSHOPS: PM Sessions

*Please choose one workshop from Session 1 AND Session 2*

*OR one two-hour workshop from Session 3.*

## PM Session 1 1:00 - 2:00 PM

### ★ **New! Coaching Café**

Presenters: See website for list

### **Cyber Security**

Presenter: Jeremy Hansen

### **Facebook for Beginners**

Presenter: Sara Munro

### **Basic Coaching Techniques for Real Results**

Presenter: Susan Palmer

### **Let the Pictures Do the Talking**

Presenter: Lisa Wood

### **Getting Started with Twitter**

Presenter: Elaine Young

## PM Session 2 2:15 - 3:15 PM

### ★ **New! Coaching Café**

Presenters: See website for list

### **Identity Theft**

Presenter: Jeremy Hansen

### **Becoming Allies & Mentors**

Presenter: Kathy Johnson

### **Promote Your Business with Online Paid Advertising**

Presenter: Nancy Shuttleworth

### **Taking Twitter to the Next Level**

Presenter: Elaine Young

### **Intermediate Facebook**

Presenter: Sara Munro

## PM Session 3 1:00 - 3:00 PM

### **Crafting a Social Media Plan for YOUR Business**

Presenter: Barbara Dozetos

### **Using Credit as a Tool**

Presenter: Margaret Ferguson

### **Wising Up & Winding Down: A Path to Work You Care About**

Presenters: Mary Fillmore  
and Fran Stoddard

### **Business Networking: How to Keep the Conversation Going**

Presenter: Vickie Wacek

### **Money Habitudes**

Presenter: Deb Eibner

### **Strategies to Transform Peer Aggression in Girls**

Presenter: Kelly Walsh



## Featuring Keynote Speaker **Donna Carpenter** President, Burton Snowboards

Donna Carpenter and her husband Jake Burton Carpenter are the sole owners of Burton Snowboards, the world's leading snowboard company. Since 1982, she has held a variety of roles at Burton, which originally operated out of her Vermont barn and now has offices in Vermont, Austria, Japan, California, Australia, China and Canada. As President of Burton, she has assumed leadership of the company's global human resources and oversees all European operations. Through her leadership, Burton has created internal programs that focus on retaining and promoting women. Donna's role also includes leading Burton's global sustainability efforts.

Donna advocates for increased participation in sports for women as a member of the ESPNW Advisory Board, and heads up the Chill Foundation, a non-profit that she and Jake founded back in 1995 to bring snowboarding to youth who otherwise wouldn't have the opportunity. Donna also spends as much time as possible with her three sons and Jake.

***U.S. Senator Patrick Leahy***  
***Presents***

## **Vermont's 18th Annual Women's Economic Opportunity Conference**

**Keynote: Donna Carpenter, Burton Snowboards President**  
**New! Coaching Cafe • 30 Workshops • Free Registration**  
**Saturday, September 20, 2014**

Dear Friends,

Marcelle and I hope you will join us at the 18th Annual Women's Economic Opportunity Conference, on September 20, 2014, at Vermont Technical College in Randolph. This promises to be a lively and energizing day that will bring together hundreds of Vermont women looking to explore new careers, forge professional contacts, discover financial resources or get more from social media.

With 30 workshops to choose from, there will be a wide range of offerings for many skill levels. This year's conference will also feature a Coaching Café, where more than a dozen skilled coaches will hold one-on-one sessions for conference goers looking to turn their ideas into action.

I am delighted that Donna Carpenter, President of Burton Snowboards, will be this year's keynote speaker. Donna defines professional leadership. She has shown a strong commitment to hiring, retaining and promoting women in a male-dominated industry. She also works to increase women's participation in sports, and she heads up a

foundation for underserved youth. She will inspire and entertain us all.

This conference represents the depth of talent, professionalism and entrepreneurial spirit that sets our great state apart. Women-led business ventures continue to grow and thrive across Vermont, and I am proud to play a role in the Vermont tradition that the Women's Economic Opportunity Conference has become.

Marcelle and I look forward to seeing you on September 20!

Sincerely,



**PATRICK LEAHY**  
United States Senator

